

REMARKS

Claims 7-11 are now pending in the application. The Examiner is respectfully requested to reconsider and withdraw the rejection in view of the amendments and remarks contained herein.

REJECTION UNDER 35 U.S.C. § 103

Claims 1-6 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Zhou (U.S. Pub. No. 2006/0164405). This rejection is respectfully traversed.

Claims 1-6 are cancelled. This rejection, therefore, is moot.

NEW CLAIMS

New Claims 7-11 are added. These claims are fully supported by the specification and drawings as originally filed. See, for example, Figure 8 where normal resets are performed (i.e., the claimed first and second resets), and a full reset is performed (i.e., the claimed third reset). No new matter is added.

The claimed invention is directed to a method for driving an electrophoretic display (see new independent Claim 7) and an electrophoretic apparatus (see new independent Claim 10). In general, these claims are directed to applying first and second resets to the display where "afterimages" are still displayed and applying a third reset where a greater voltage is applied to completely reset the display such that no afterimages are displayed. The "third reset" is applied less frequently so that power consumption is lowered.

Zhou is silent regarding such a method and apparatus and, therefore, Claims 7-11 are not obvious. In contrast to the above-noted features, Zhou teaches resets where a display may be full white or full black, and partial resets where the display may be light grey, dark grey, or middle grey. See the abstract and Paragraphs [0039] to [0046] of Zhou. In Paragraph [0046] in particular, a single polarity pulse is used to have a white or black reset, and one or more short pre-pulses may be used to cause greyscale.

Moreover, Paragraph [0045] of Zhou describes that “[e]ither the reset pulse or the greyscale driving pulse, or both pulses, will cause particles to cross the middle point – middle grey – between the electrodes in the display during any image transition. In this way, greyscale accuracy is improved with relatively low power consumption because in each single image transition, the image history is erased when the particles cross the middle point. Moreover, an additional pulse is not needed as requested in other driving schemes.” By this disclosure, Applicant respectfully submits that Zhou fails to disclose “afterimages” because particles will always cross the middle point, and teaches directly away from the claimed “third reset voltage” because Zhou states that an additional pulse is not needed.

Because there is no disclosure of “afterimages” in Zhou, and each pulse has the same magnitude, but different durations, Applicant respectfully asserts that the claimed invention is different from Zhou because Zhou is not concerned with “afterimages” and changes the duration of the voltage rather than adjusting its magnitude. These are non-obvious differences that render Claims 7-11 allowable.

Favorable consideration of new Claims 7-11 is respectfully requested.

CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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